

[Second Reprint]

ASSEMBLY, No. 1091

STATE OF NEW JERSEY
219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

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SYNOPSIS

Requires Division of Travel and Tourism to advertise and promote tours of breweries in the State.

CURRENT VERSION OF TEXT

As reported by the Senate State Government, Wagering, Tourism & Historic Preservation Committee on March 22, 2021, with amendments.

(Sponsorship Updated As Of: 6/3/2021)

1 AN ACT concerning tourism and breweries in the State,
2 supplementing P.L.1977, c.225, and amending R.S.33:1-18.

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State
5 of New Jersey:

6

7 1. (New section) In addition to the powers and duties of the
8 division as provided in section 9 of P.L.1977, c.225 (C.34:1A-53),
9 the division, in conjunction with the Director of the Division of
10 Alcoholic Beverage Control and any local government official or
11 entity, shall identify a series of breweries to be part of a brewery
12 trail. No fewer than three brewery trails shall be identified for the
13 purposes of this program and the division shall ensure all holders of
14 a limited brewery license and restricted brewery license in current
15 operation in the State is included. In identifying specific breweries
16 to be included on a specific brewery trail, special consideration
17 shall be given to breweries that are in close geographic proximity to
18 other breweries or thematically linked by surrounding arts, cultural,
19 historical, entertainment, or other tourism destinations or exhibits of
20 interest to tourists.

21 As used in this section, "brewery trail" means a series of limited
22 and restricted license breweries identified by the division, which
23 may be linked by geographic proximity and alignment, thematic
24 consistency, historical consistency, brewing process, and resulting
25 product.

26

27 2. (New section) a. The division shall develop and maintain
28 an Internet website providing information concerning every holder
29 of a limited brewery license or restricted brewery license pursuant
30 to R.S.33:1-10. The information on the website shall be searchable
31 and available as a list and as an interactive map, and shall:

32 (1) specify the location of each brewery and provide driving
33 directions from the north, south, east, and west as well as directions
34 by public transit where applicable;

35 (2) provide information about whether the brewery offers tours
36 of its facilities, the frequency of tours, and hours during which tours
37 are conducted;

38 (3) display photographs of the brewery;

39 (4) state the brewery's first year of operation or licensure
40 pursuant to R.S.33:1-10;

41 (5) provide a description of the beverages brewed on site,
42 including but not limited to the style, color, flavor, ingredients,
43 production method, and the alcohol-by-volume (ABV);

EXPLANATION – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly floor amendments adopted October 29, 2020.

²Senate SSG committee amendments adopted March 22, 2021.

1 (6) inform visitors of whether the brewery is part of a specific
2 brewery trail developed pursuant to section 1 of
3 P.L. , c. (C.) (pending before the Legislature as this bill);
4 and

5 (7) provide contact information for each brewery, including
6 each brewery's telephone number and Internet website address.

7 b. The division shall develop and publish on its website
8 vacation itineraries based on specific brewery trails developed
9 pursuant to section 1 of P.L. , c. (C.) (pending before the
10 Legislature as this bill), which shall identify for visitors
11 surrounding attractions, restaurants, lodging, and other exhibits or
12 places of entertainment in close proximity to the breweries on the
13 brewery trail. The division may solicit information from the
14 holders of limited brewery licenses and restricted brewery licenses
15 in the development of vacation itineraries.

16 c. In addition to publishing the information as required in
17 subsection a. and b. of this section, the division may distribute the
18 information by any other method it deems appropriate.

19 d. The director shall ensure that the Internet website is updated
20 whenever a new brewery is granted a limited brewery license or
21 restricted brewery license pursuant to R.S.33:1-10. The division
22 shall accept information, or changes to the website from the
23 Director of the Division of Alcoholic Beverage Control, breweries,
24 the ¹**["Garden State Craft"]** New Jersey Brewers Association or the
25 successor organization thereof, the¹ Brewers Guild ¹of New Jersey¹
26 or ¹["its"] the¹ successor organization ¹thereof¹, and entities that
27 compile data on the State's breweries through an electronic
28 submission form made available by the division on its Internet
29 website.

30

31 3. R.S.33:1-18 is amended to read as follows:

32 33:1-18. It shall be the duty of the director to administer the
33 issuance of manufacturers', wholesalers', plenary retail transit,
34 sporting facility, vendor, transportation and public warehouse
35 licenses, in accordance with this chapter. Upon issuing a limited
36 brewery license or restricted brewery license pursuant to R.S.33:1-
37 10, the ²**["commissioner"]** director² shall notify the Director of the
38 Division of Travel and Tourism of the name and address of the new
39 licensee within 15 calendar days after issuance.

40 (cf: P.L.2015, c.86, s.2)

41

42 4. This act shall take effect immediately.